

Wichita Golf Advisory Committee



**RECOMMENDATIONS ON THE
PRIVATIZATION OF WICHITA GOLF**

Golf Advisory Committee Timeline



- Created March 20th, 2012
- Council Workshop September 11th
- Selection of Landscapes Unlimited on November 1st
- Presentations from both parties November 15th
- Created recommendations November 19th

Information Used for Recommendations



- Proposal from Landscapes Unlimited
- Business plan from Golf Division
- Presentation and Q&A from Both Groups
- Personal Experience with Wichita Golf
- Financial Analysis from COW Budget Office

Recommendations



1. Keep Wichita Golf under the control of the Golf Division.

- No difference in “golf”
- Unrealistic concession numbers
- Significant improvements over past year
- Demonstrated ability to change and improve

Recommendations



2. Improve managerial oversight of the Golf Division.

- Committee believes in Don and staff
- Better served under Finance
- Transition into Golf Advisory Board

Recommendations



3. Improve customer service and salesmanship through training.

- Staff capable of growth
- Consultant – less money
- Engage internal COW resources

Recommendations



4. Create a full-time marketing and business development position.

- Too important to get lost
- Justifiable cost – reinvest in success
- Revise unfilled position description

Recommendations



5. Conduct a review of the pro shop sales model.

- Increase revenue, increase risk
- Minimize impact to Golf Professionals
- Conducted by City Staff

Recommendations



6. Replace the current Golf software system.

- Needed for better marketing
- Reinvest in success

Recommendations



7. Review results after one year to ensure accountability.
 - Now is not the time for leadership change
 - Recommendations should sustain momentum
 - LU proposal is a backup option

Next Steps



Stay with Golf Division and work
towards recommendations

-or-

Direct staff to prepare a contract
with Landscapes Unlimited